

August 10, 2009

TO: Glenn Robison
Office of the City Clerk

FROM: Kerry Morrison
Central Hollywood Coalition consultant

SUBJECT: Second Quarter Report– Sunset and Vine BID
April 1, 2009 - June 30, 2009

As is required in the Agreement between the Central Hollywood Coalition and the City of Los Angeles, I am submitting the Second Quarter Report to summarize key activities of the Sunset & Vine BID. In addition, attached to this memo, is the financial report summarizing activity from April 1 through June 30, 2009.

I. Operational Issues

- The Board reviewed and approved the 2008 Financial Review prepared by RBZ Business Management LLC on April 14. The report was subsequently submitted to the City Clerk's Office for their review.
- In April, City Attorney Tom Griego, delivered a presentation to the CHC Board which covered the relevant sections of the Brown Act and Public Records Act that CHC Board members and staff are subject to follow.
- The Board opted to maintain assessment rates at their existing levels for the 2009/'10 year as the Consumer Price Index for All Urban Consumers (CPI-U) in Los Angeles County fell below 0 over the last year. In accordance with the Management District Plan, the CHC Board is authorized to apply a CPI increase each year, up to 3%.
- Sunset Gower and Sunset Bronson Studios welcomed CHC Board members on a tour of their production facilities on May 8.
- The Board voted to amend their bylaws at their May 12 meeting. Modifications largely related to the nominating process for new board members and codified language relative to the Board's employment of the Brown Act.
- The CHC Board held its Annual Meeting on May 28 from 8:30 - 10:30 a.m. at the

Stanley Kramer Theatre at Sunset Gower Studios. More than 30 property owner representatives attended the meeting to hear presentations from the staff and CHC President, Craig Donahue.

- The CHC Board took a formal position at their June meeting to oppose the proposed changes to the City of Los Angeles lobbying ordinance. Of particular concern is the recommendation that would require BIDs and their staff to register as lobbyists. Executive Director, Kerry Morrison, met with representatives from the City Ethics Commission and other BID executives to further clarify the Board's position.
- Organizers for the American Cancer Society's Relay For Life requested the Board's participation in their inaugural fundraiser at Helen Bernstein High School, located in the Sunset & Vine BID, on August 22, 2009. The Board pledged to form a team for the 24-hour event and help recruit additional members from the Hollywood community.

II Security

- Security Committee Chair, Nick Spampinato of the Hollywood Palladium, resigned from the Board of Directors in May to pursue a new position in New York City. Travis Serpa, representing Space 1520, was named by President Craig Donahue to fill the position as chair of the Sunset Security Committee.
- Representatives from the Sunset & Vine BID took part in the fifth annual Project YIMBY Homeless Connect Day at the Music Box Theatre on June 25, 2009. Volunteers for the event, including several CHC Board members, participated in the day-long event to connect homeless individuals with a variety of services and providers intended to help stabilize their lives. More than 500 clients received services that day, and nearly 200 volunteers participated in the event – largely recruited from the Hollywood community.
- In May, the Security Committee began to track trends involving the increase in medical marijuana facilities in the Hollywood and Sunset BIDs. In addition, both the Sunset and Hollywood BIDs have been plagued over this time by a tagger who has spread offensive 9-11 themed graffiti all over the neighborhood. LAPD's Counter Terrorism Unit has been involved in trying to apprehend the suspect.

III Streetscape Issues

- Staff and CHC Board members continued to monitor the progress of the Sunset Boulevard Urban Design Plan, sponsored by the Community Redevelopment

Agency. Representatives from the Board attended workshops in May to provide input on proposed recommendations thus far and a draft plan is expected to be released in late September.

- The Board made a financial contribution of \$2,500 towards the beautification of the Hollywood Community Police Station at their April meeting. The donation, in payment to the Hollywood Police Support Association, helped defray the cost of landscape improvements in front of the station in preparation for the divisional inspection by Chief of Police William Bratton on May 7. The Board opted to use interest income (i.e. not assessment revenue) for the donation as the police station falls just outside the Sunset & Vine district boundaries.
- The CHC Board and Staff are pursuing research on the rental and installation of a commercial trash compactor to help consolidate the waste collected in both the Hollywood Entertainment District and Sunset & Vine BID. Collectively, the BIDs pay for eleven dumpsters (in two separate locations) and trash hauling 24 days per month. A compactor can consolidate storage to a single location and potentially reduce storage and hauling fees by about 50%.
- The Streetscape Committee installed decorative grasses in four tree wells in selected locations throughout the BID as part of a demonstration project. The drought-resistant grasses were installed with the intent of "softening" the landscape surrounding the tall Mexican Fan Palms along Sunset and Cahuenga Boulevard's. The BID's contractor, Cleanstreet, will continue to monitor the plants to determine their viability in heavily trafficked areas and limited access to water.

IV Marketing Issues

- The Joint CHC/Hollywood Entertainment District Marketing Committee took initial steps to explore the breadth and scope of a demographic survey initiative aimed at identifying key characteristics of those that work, live and visit Hollywood. Staff convened several meetings with the ad-hoc committee, comprised of representatives from the Academy of Motion Picture, Arts and Sciences, the Hollywood Chamber, LA Inc., W Hotel, Millennium Partners, CIM Group, and the Community Redevelopment Agency, and prepared a Request for Proposal. Copies of the RFP were sent to potential consultants in late June, and responses are due July 29. The Committee aims to have the results of the study collected by January 2010.
- The Sunset & Vine BID, in concert with Council District 13, the Hollywood Entertainment District and the Hollywood Chamber of Commerce, helped promote, sponsor and install signs for the Hail-A-Taxi pilot program. More than

Second Quarter Report – Sunset and Vine BID

300 signs were installed on street light poles throughout the demonstration area by volunteers and staff in June.

Representatives from over 30 primary and post-secondary educational institutions in Hollywood were brought together throughout the quarter to discuss common needs and objectives, such as transportation and housing. The initiative, referred to as "Hollywood U," aims to foster a dialogue among the various institutions in Hollywood and identify resources that may be shared and/or promoted collectively. Staff gathered preliminary data on the schools involved and is working towards organizing a media tour to showcase the various campuses to reporters and journalists in the Fall.

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CENTRAL HOLLYWOOD COALITION **PROJECTED CASH FLOWS 2009**

1-FEB-10

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Receipts													2,009
Balance Forward from 2008	287,213	121,398	45,135	9,851	439,957	92,641	37,498	40,235	37,490	289	168	127	287,213
Property Assessments	485,585	490	375	439	287	456	500	429	337	289	168	127	1,309,786
Estimated Interest Income Wells Fargo	422	119				688		3,251				1,858	4,317
Estimated Interest Income County & City													5,813
Total Projected Receipts	773,220	122,006	45,509	10,290	440,244	93,782	37,998	43,916	37,827	289	168	1,884	1,687,239
Expenditures													
1. Neighborhood Issues													
a. Security	68,333	57,176	77,171	58,530	72,783	56,578	81,701	61,220	62,638	69,145	55,084	55,470	773,811
b. District Maintenance	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	389,576
c. Beautification													
d. Marketing	300	300	1,295	1,748	300	1,270	600		1,487	600	3,353	5,600	16,850
e. Social Services						2,500					10,000		12,500
2. Management Contract	12,000	24,000		24,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000		144,000
3. Office Expense												37	37
a. Consultants			4,000			2,159				1,825			1,825
b. Accounting						200							6,159
c. Legal	10,195			4,315			(3,822)						200
d. Insurance													10,888
e. Taxes and Fees	26,187				23					20			26,240
6. a. Contingency													2,500
b. Delinquency													29,408
Total Projected Expenditures	147,823	112,276	113,284	119,848	115,884	162,505	121,277	104,018	106,923	114,168	111,255	121,313	1,393,596
Net Cash	625,397	9,729	(67,754)	(109,559)	324,360	(11,723)	(83,281)	(60,102)	(69,096)	(113,860)	(111,089)	(119,329)	213,634
Cumulative Cash	625,397	635,126	567,372	457,773	782,133	770,410	687,129	627,027	557,931	444,051	332,963	213,634	

Gross Estimated Billings \$ 1,309,786.10

	Management Plan		2008 Budget		Actuals to Date	
	%	\$	%	\$	%	\$
Security	52.8%	681,587	49.2%	787,200	55.5%	773,811
Maintenance	19.5%	255,408	24.0%	384,000	26.5%	389,576
Beautification	4.1%	53,701	5.7%	90,400		
Marketing	2.9%	37,984	2.9%	46,400	1.2%	16,850
Social Services	1.6%	20,957	1.5%	24,000	0.9%	12,500
Administration, Legal, Accounting	14.2%	185,980	11.5%	184,000	11.7%	162,710
Taxes & City Fees	1.7%	22,320	1.8%	28,000	1.9%	26,240
Contingency	0.7%	9,115	1.0%	16,000	0.2%	2,500
Delinquency	2.5%	32,745	2.5%	40,000	2.1%	29,408
Totals	100%	1,309,786	100%	1,690,000	100%	1,393,596

CENTRAL HOLLYWOOD COALITION

PROJECTED CASH FLOWS 2009

13-APR-09

	Actuals			PROJECTIONS												Total
	January	February	March	April	May	June	July	August	September	October	November	December				
Receipts																
Balance Forward from 2008	287,213														287,213	
Property Assessments	485,480	121,398	45,135	72,515	72,515	72,515	72,515	72,515	72,515	72,515	72,515	72,515	72,515	84	1,304,647	
Estimated Interest Income Wells Fargo	422	490	375	709	876	876	876	876	876	876	876	876	876	876	4,863	
Estimated Interest Income County & City		119													8,000	
Total Projected Receipts	773,116	122,006	45,509	74,100	74,022	73,944	73,866	73,788	73,710	73,632	73,554	73,475			1,604,723	
Expenditures																
1. Neighborhood Issues																
a. Security	68,333	57,178	77,171	84,946	84,946	84,946	84,946	84,946	84,946	84,946	84,946	84,946	84,946	64,946	787,200	
b. District Maintenance	30,798	30,798	30,798	32,401	32,401	32,401	32,401	32,401	32,401	32,401	32,401	32,401	32,401	32,401	384,000	
c. Beautification				10,044	10,044	10,044	10,044	10,044	10,044	10,044	10,044	10,044	10,044	10,044	90,400	
d. Marketing	300	300	1,295	4,945	4,945	4,945	4,945	4,945	4,945	4,945	4,945	4,945	4,945	4,945	48,400	
e. Social Services				2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	24,000	
2. Management Contract	12,000	24,000		12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000		144,000	
3. Office Expense				667	667	667	667	667	667	667	667	667	667		6,000	
4. Professional Services																
a. Consultants				556	556	556	556	556	556	556	556	556	556		5,000	
b. Accounting			4,000	667	667	667	667	667	667	667	667	667	667		10,000	
c. Legal				444	444	444	444	444	444	444	444	444	444		4,000	
d. Insurance	10,185			534	534	534	534	534	534	534	534	534	534		15,000	
5. Taxes and Fees	26,093			212	212	212	212	212	212	212	212	212	212		28,000	
6. Contingency/Delinquency				6,222	6,222	6,222	6,222	6,222	6,222	6,222	6,222	6,222	6,222		56,000	
Total Projected Expenditures	147,719	112,278	113,244	136,305	136,305	136,305	136,305	136,305	136,305	136,305	136,305	136,305	136,305		1,600,000	
Net Cash	625,397	9,729	(67,734)	(62,205)	(62,282)	(62,360)	(62,436)	(62,516)	(62,594)	(62,672)	(62,751)	(62,829)			4,723	
Cumulative Cash	625,397	635,126	567,372	505,168	442,885	380,525	318,087	255,571	192,976	130,304	67,553	4,723				

Gross Estimated Billings \$ 1,304,647.00

	Management Plan		2009 Budget		Actuals to Date	
	%	\$	%	\$	%	\$
Security	52.8%	688,654	49.2%	787,200	54.3%	202,682
Maintenance	19.5%	254,406	24.0%	384,000	24.8%	92,394
Beautification	4.1%	53,491	5.7%	90,400	0.5%	1,895
Marketing	2.9%	37,835	2.9%	46,400		
Social Services	1.6%	20,874	1.5%	24,000		
Administration, Legal, Accounting	14.2%	185,260	11.5%	184,000	13.4%	50,195
City Fees	1.7%	22,232	1.8%	28,000	7.0%	26,093
Contingency	0.7%	9,079	1.0%	16,000		
Delinquencies	2.5%	32,616	2.5%	40,000		
Totals	100%	1,304,647	100%	1,400,000	100%	373,259

